

U.S. Department of Labor

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July 27, 2006

REGIONAL BULLETIN - JOB CORPS NO. 06-20

To: ALL REGION II JOB CORPS CENTER DIRECTORS
ALL REGION II JOB CORPS CIVILIAN CONSERVATION
CENTER DIRECTORS THROUGH AGENCY PARTNERS
ALL REGION II CENTER OPERATORS
McNeely, Piggott & Fox

From: LYNN INTREPIDI
REGIONAL DIRECTOR

Subject: OUTREACH OPPORTUNITY - LABOR DAY TELETHON

1. Purpose:

To announce an opportunity to participate in the Labor Day MDA (Muscular Dystrophy Telethon) as an outreach and community service activity for Region 2 centers.

2. Background:

The Regional Office has identified the Muscular Dystrophy Association's annual Labor Day Telethon as a valuable community service opportunity for students and staff members. I would like to encourage each of you to call your local MDA office to determine whether your center can participate in this year's telethon by volunteering to answer fund-raising phone lines during Labor Day weekend. This is a wonderful opportunity to serve people in need and to build goodwill in your local community.

I have included information about the MDA and a link to specific information about several forms of muscular dystrophy below for your information.

I would like to thank Pamela Knight of ResCare, a former MDA employee, for encouraging the region to consider supporting this important cause.

3. Action:

Centers are encouraged to consider this outreach opportunity. The following information has been prepared for your center representative to use in making contact and participating in the event:

1. Please refer to the list below for contact information for the MDA office closest to your center. Please ask for the district director (or the volunteer coordinator in lieu of the district director).

2) It is probably easiest to introduce yourself and explain that your center is interested in participating in the telethon. Setting up a face-to-face meeting with the appropriate contact in your local office may be the best way to begin to develop a working relationship. This will give you an opportunity to provide information about Job Corps and discuss whether it may be possible for staff members and students to take part in the telethon.

3) If you are able to participate, please coordinate with your volunteers regarding clothing to be worn at the telethon. In most cases, volunteers staffing the fund-raising phones are visible on television, and this will provide a good opportunity for positive local exposure for your center. Asking all volunteers to wear the same shirts bearing a large Job Corps logo would be ideal.

4) Please do NOT call your local television stations to volunteer for the telethon. The telethon is organized solely through the MDA and its local offices. Local stations will not be able to sign up volunteers.

5) In many cases, local MDA offices cover fairly large territories. For example, the office overseeing the part of Virginia near the Flatwoods center is in Knoxville, Tenn. Please let your regional office contact know if you are aware of an MDA office closer to your center than the location listed below or if you expect that it will not be possible to travel to the nearest office because it is too far away.

6) Because the telethon is still several weeks away, please consider whether you may be able to further support the MDA by conducting a fund-raiser in your local community. A car wash or a bake sale, for

example, may allow you to raise a modest amount of money to support the cause in addition to your volunteer effort. Please let the regional office know if you are able to hold any event of this kind.

The Philadelphia Region has previously supported the MDA through the annual bicycle ride conducted in Pennsylvania each September. I am excited about the opportunity to further support this important cause and look forward to hearing about any successes you have in reaching out to local offices. Please let me or your regional office contact know if you have any questions about this activity or need any assistance. Thank you!

About MDA

The Muscular Dystrophy Association is a voluntary health agency — a dedicated partnership between scientists and concerned citizens aimed at conquering neuromuscular diseases that affect more than a million Americans. MDA combats neuromuscular diseases through programs of worldwide research, comprehensive medical and community services, and far-reaching professional and public health education.

<http://www.mdausa.org/disease/40list.html>

MDA Telethon Recommendations

- 1) Plan ahead for staff and student transportation to and from the TV station for the telethon.
- 2) Ensure that volunteers have eaten before arriving at the station.
- 3) Encourage volunteers to bring a sweater or jacket. TV studios can be fairly cool.
- 4) Consider having T-shirts created professionally, so that the volunteers can promote Job Corps while volunteering. A simple slogan such as "JOB CORPS" or "Job Corps Supports Jerry's Kids" in large, legible type visible on screen would be effective. If your center frequently volunteers in the community, it may make sense to keep the T-shirt wording generic (mentioning only Job Corps, not MDA), so that the shirts can be used again in the future for other volunteer events.
- 5) Local emcees will often ask a member of the phone bank to introduce themselves to the audience on air and explain why they are participating in the telethon. Some emcees may even ask a few members of the phone bank a series of questions. Here are some of the more common questions and appropriate answers to them. Please keep your responses brief and include support

for MDA when you mention why you are participating.

Who are these folks here with you?

"We're all here from the [Name] Job Corps Center in [town]. We help youth ages 16 to 24 learn career skills so they can succeed in the workforce. Everyone here with me is a student or staff member at the center, and we're here to support MDA and Jerry's kids."

What is Job Corps?

"Job Corps is a no-cost federal program that helps youth ages 16 to 24 learn career skills and prepare for great jobs in today's workforce. Our center hosts more than [number] students right now who are working hard to earn a better future for themselves and their families."

Why did you folks decide to get involved with MDA?

"We're here because we're committed to serving our community, and we want to help in the fight against muscular dystrophy."

6) Please designate one staff and one student spokesperson in advance. Let students know that they may be asked questions about their involvement in the telethon and review the responses above with them as suggestions if they are interviewed.

7) In addition to providing students and staff members to man the phone banks, centers can further assist MDA by:

- Coordinating fundraising events such as car washes and bake sales to raise money for the telethon.
- Phoning in individual pledges with challenges to other Job Corps students, staff members or centers to match donations.
- Providing food for the volunteers working the telethon (sandwiches, pasta salads, chips, pastries, coffee, bottled water, soft drinks, fresh fruit & cheese trays, etc.).

4. Inquiries

Questions regarding this Bulletin should be addressed to your Project Manager or to Alex Hodges who will serve as the POC for this activity.

Local Office Information

Blue Ridge JC Center Roanoke, VA : (540)772-3237 roanokedistrict@mdausa.org	Carl D. Perkins JC Center Lexington, KY : (859)299-6760 lexingtondistrict@mdausa.org
Charleston JC Center Center Charleston, WV : (304)344-9807 charlestonwvdistrict@mdausa.org	Earle C. Clements JC Academy Evansville, IN : (812)479-6550 evansvilledistrict@mdausa.org
Flatwoods JC Center Knoxville, TN : (865)588-1632 knoxvilledistrict@mdausa.org	Frenchburg JC Center Lexington, KY : (859)299-6760 lexingtondistrict@mdausa.org
Great Onyx JC Civilian Conservation Center Louisville, KY : (502)456-1440 louisvilledistrict@mdausa.org	Harpers Ferry JC Center Reston, VA : (703)476 5780 washingtondcdistrict@mdausa.org
Keystone JC Center Taylor, PA : (570)562-1745 scrantondistrict@mdausa.org	Muhlenberg Career Development Center Evansville, IN : (812)479-6550 evansvilledistrict@mdausa.org
Old Dominion JC Center Roanoke, VA : (540)772-3237 roanokedistrict@mdausa.org	Philadelphia JC Center Plymouth Meeting, PA : (610)729-0050 philadelphiaregion@mdausa.org
Pine Knot JC Center Lexington, KY : (859)299-6760 lexingtondistrict@mdausa.org	Pittsburgh JC Center Pittsburgh, PA : (412)823-3094 pittsburgheast@mdausa.org
Potomac JC Center Reston, VA : (703)476 5780 washingtondcdistrict@mdausa.org	Red Rock JC Center Taylor, PA : (570)562-1745 scrantondistrict@mdausa.org
Whitney M. Young Jr. JC Center Louisville, KY : (502)456-1440 louisvilledistrict@mdausa.org	Wilmington JC Center Broomall, PA : (610)325 5758 philadelphiaabdistrict@mdausa.org
Woodland JC Career Development Center	Woodstock JC Career Development Center

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Greenbelt, MD : (301)486-7680 annapolisdistrict@mdausa.org	Towson, MD : (410)494-7106 baltimoredistrict@mdausa.org
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